WELCOME

AGENDA

1. **Welcome / Bienvenido**

2. **2015 At-A-Glance**

3. **DRAFT Apache Placemaking Design Principles + Guidelines**

4. **Interactive Workshop Activities**
   - Review DRAFT Principles, maps, material
   - Leave Post-it® note comments
   - Meet with Planners / City Staff
   - Take a copy home + comment online

   Special "Thanks" to local business **Golden Restaurant + Bakery** [2126 E. Apache Blvd.] for providing food.

APACHE
CHARACTER AREA 4

Placemaking Community Workshop #3

Wed. 21 October 2015
6 PM

PUBLIC MEETING GROUND RULES

✓ Follow the agenda
✓ Respect each other, the process, and parameters
✓ Assume the best
✓ People will speak when recognized
✓ Listen to others and don't interrupt; one speaker at a time
✓ Show mutual respect
✓ There will be differences of opinion
✓ Share time so that all can participate
✓ Questions at the end
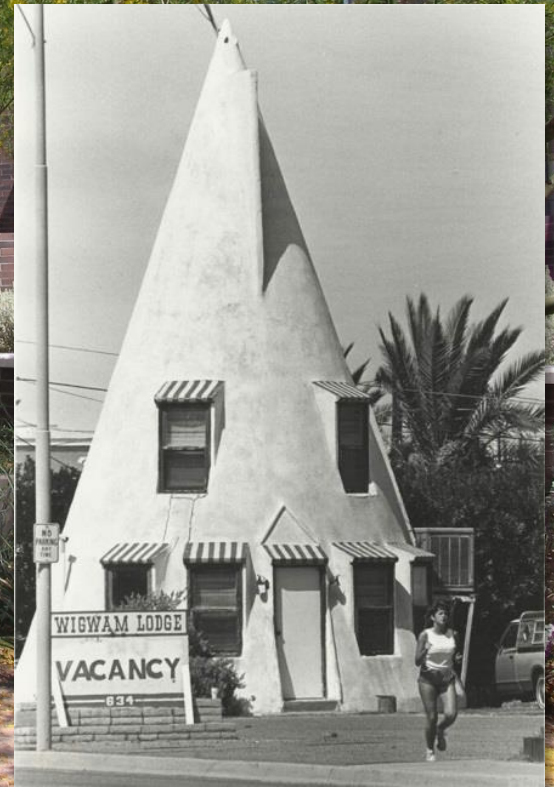
APACHE
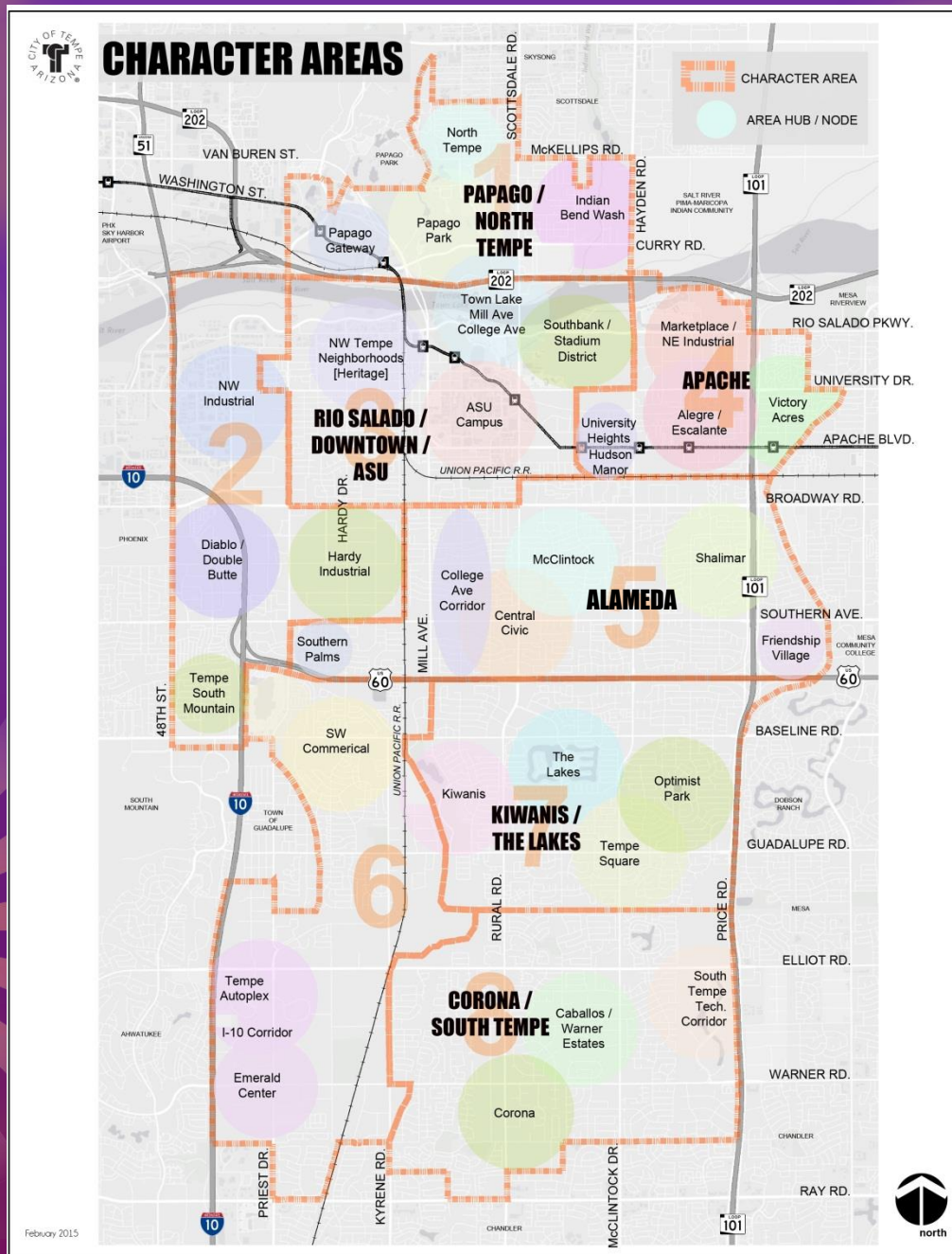CHARACTER AREA 4

WIGWAM LODGE
VACANCY
834

Placemaking Community Workshop #3

Wed. 21 October 2015
6 PM

PUBLIC COMMENTS | Character Areas 4 + 5 Preliminary Organizational + Planning Meeting

I want committee to walk around **Selleh Park** lagoon; note poor conditions of path, shore and lake

Neighborhood Associations within Character Areas need to communicate with each other. How might this be accomplished?

When are the first Apache and Central City Character Areas **Workshops**? When is the **Public Kick-off** event?

I would like to propose an **Apache corridor walkabout**

Apache Eats Restaurant Crawl event highlights and celebrates the variety of international cuisine along Boulevard -- Wednesday, 25 February 6-9PM

Central City is a large area -- any thought given to breaking it down? I have concern that it's too broad and varied to all be one Character Area.

What are your **student outreach** plans? Also, what **online options** will you offer?

Phoenix used a **MindMixer** format, an online communication tool, with great success.

I use and recommend **Next Door** which allows your neighborhood to communicate online between meetings or for just keeping updated and informed.

What about the **city-owned land** along Apache? Planning of these parcels and transitions like **Danelle Plaza**? City could combine forces with a private property owner(s) to develop something.

Roots of low-water use trees created issues in Phoenix; **street tree types** will need to be made carefully selected consider tree wells, watering, etc.

Diversity within character areas is cause for celebration, this makes us unique.

How will you handle **communication between meetings**? [i.e. between April Public Kick-off and August workshop]

Shade and water are both essential. Need drinking fountains, public art, the soothing sounds and cooling effects of water. I know there are challenges with using water in public spaces but it is needed;
    the loss of the McClintock public pool and others is hard. Pools are different than splash pads. The heat is only growing, need comfortable conditions including **shade and water** to walk and bike.

What thought are you giving to **historic designations** in neighborhoods?

Going back to the vastness of Central City Character Area -- Post-war architecture is macro in scale. Are you open to the possibility of sub-character areas? **College Avenue Corridor** is distinct.

What about the smaller areas within Central City? Maybe we can **identify distinct areas** and highlight the assets and diversity of those?

Any thought to intermediate open houses or an **open house format** meetings?

What about the **homeless community**? Where are they fed and housed? What are the next steps once they have jobs?

Will this process provide the opportunity to address concentric circles around each light rail stop? [i.e. **LRT Station Areas**]

KJZZ (91.5 FM) has a **placemaking series**. Maybe you could piggyback with **ASU researchers**? Create some collaboration and synergy.

"**Central City**" name might bring up some non-desirable images for some people. Could there be alternatives?

Just wanted to reinforce and put in a plug for **bike transportation -- b**oth Broadway Rd. and Southern Ave. have issues. We need more bike lanes and bike parking.

APRIL 18 **WORKSHOP #1**

STATE OF THE NEIGHBORHOODS
Mayor Mark Mitchell

A.   Business + Development

B.   Transportation + Connectivity

C.   Neighborhood Vitality + Preservation
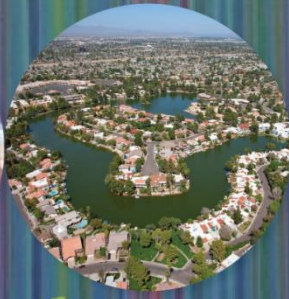
Placemaking

CITY OF TEMPE ARIZONA
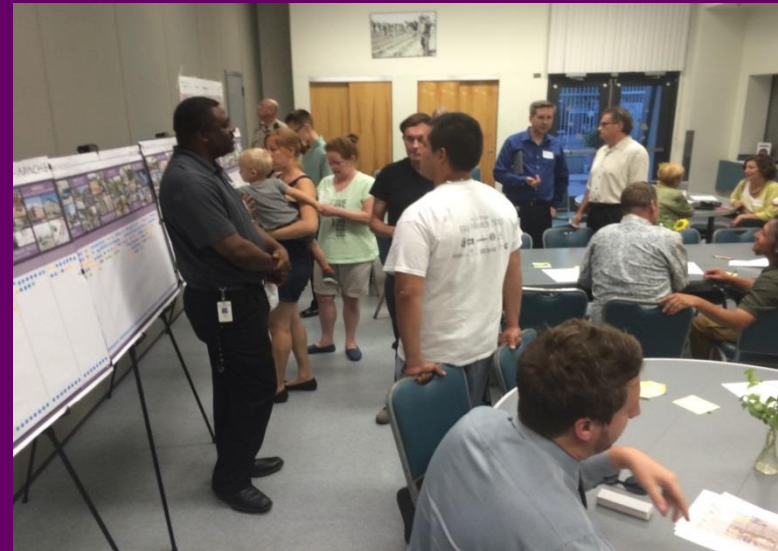
tempe.gov/**character**areas   **character**areas@tempe.gov   #**character**areas   @tempegov

Tempe's Placemaking Campaign is Growing

QUALITY *of* LIFE   TEMPE AS A 20-MINUTE CITY   nuestro   STREETCAR   **transit**-oriented design

PUBLIC **SPACES** = PUBLIC **LIFE**   waterfronts *canals*   **vecindario**

HISTORIC DISTRICTS   *places for kids* + *places to be a kid*

STREETS *parks*   POST–WAR SUBDIVISIONS

walkability
bikeability   *places to go*   [**life** happens *between* **buildings**]   NEIGHBORHOODS   **urban, creative,** *edgy*
livability   meet me here...   markets *plazas*

npr
interview w/
Mark Brodie

CITY OF TEMPE ARIZONA®

CHARACTER AREAS

You Tube

You Tube
Channel 11
Video

APACHE

MULTI-USE
FIELDS
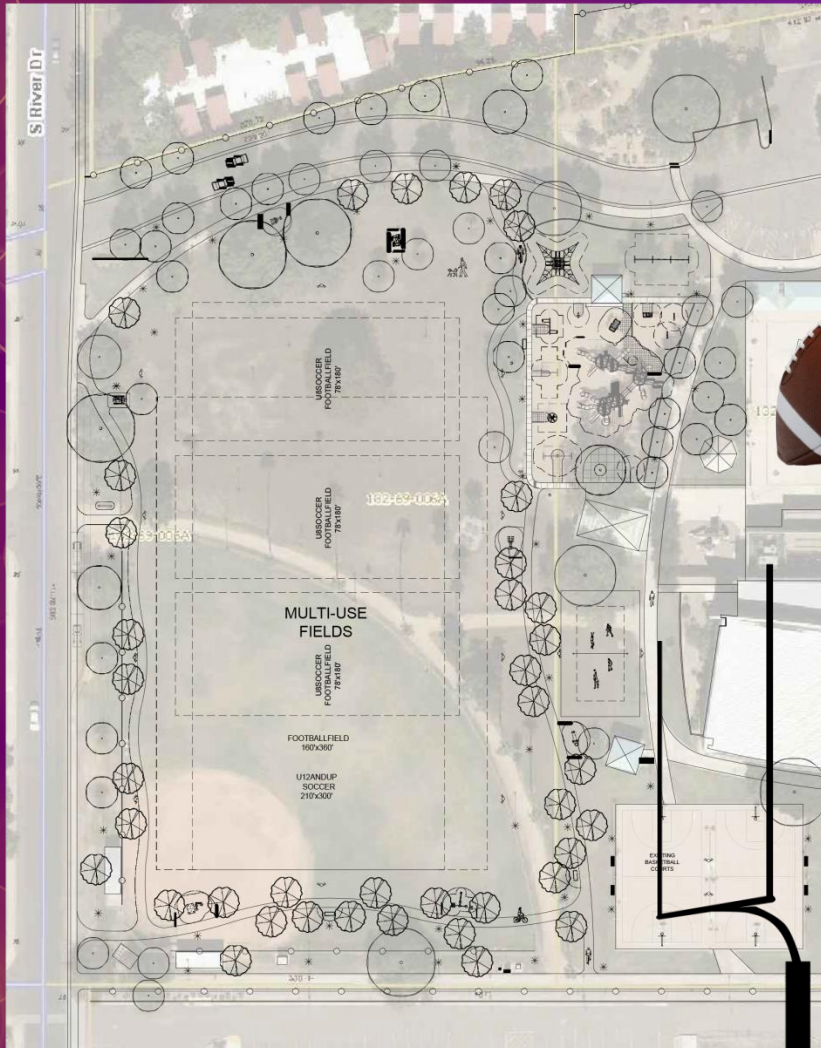
PROGRAMMED SPORTS:
*FOOTBALL
*SOCCER
*BASKETBALL

OTHER FEATURES:
*VOLLEYBALLCOURT
*8WIDEGRANITETRAILWITHPARKNODES
*EXPANDEDPLAYGROUNDWITHNEWAMENITIES
*ADDITIONALPARKINGALONGRIVERDRIVE
*TRAILCONNECTIONCLOSETOTHESCHOOL
*ADDITIONALTREESLOCATEDALONGTRAIL

PARK NODE OPTIONS:
*BENCHES
*FITNESSSTATIONS
*STORAGEAREAFORSPORTSEQUIPMENT
*TABLEFORCHESSORICHECKERS
*PICNICTABLES
*DISCGOLF
*BIKERACK

ESCALANTEPARKMULTI-USEFIELDACTIVATIONPLAN

NORTH
SCALE 1"=20'-0"

APACHE

Apache | Tempe Character Area 4

Tempe Marketplace, University Heights, Hudson Manor, Alegre Community, Escalante, Victory Acres, Casitas Tempe, Casitas East, Papago Park II, Villagio at Tempe, University Ranch, Questa Vida, Oaks, Oaks II + III, University Shadows, Montecito, Tempe Cascade, Esquer Park, Escalante Center + Park, Alegre Park, Creamery Park, Hudson Park

* Thanks for your time! Let's start with the easy stuff. Please select all that apply:

- Female
- Male
- Student [part-time or full-time]
- Business-owner [within the Apache area]
- Hablo español [si a usted le gustaría la información en español, por favor comuníquese con la ciudad de Tempe a 480.350.4311]
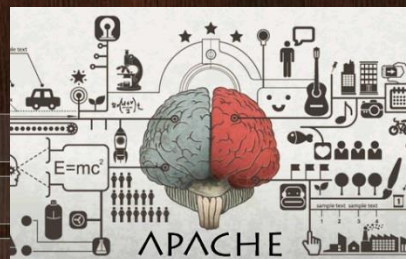
SURVEY APACHE

HISTORIC PRESERVATION

Promote preservation of existing buildings, like Marlatt's Garage, and flood irrigated neighborhoods. Showcase Tempe's history, connections to the past are key to Placemaking.

Comments:

100-YEAR BUILDINGS + ADAPTIVE REUSE

Tempe Tavern   Marlatt's Garage

Infusion Coffee & Tea   Four Peaks Brewery

Sustainability and resource efficiency should drive building design; foster adaptability and choose materials that stand the test of time.

Comments:

TRANSITIONS

Design setbacks and step downs to maintain integrity of single-family neighborhoods. Maintain pedestrian-scaled building frontages. Use landscape treatments and art to soften transitions.

Comments:

PEDESTRIAN SCALE
GREET THE PEOPLE ON THE STREET
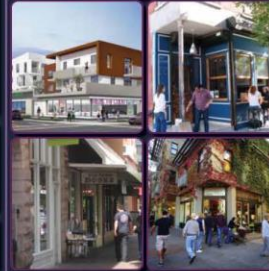
Make APACHE a premier pedestrian destination. Provide human-scaled experiences by layering interest and maintaining a walkable rhythm of building entries. Avoid superblocks.

Comments:

PUBLIC PRIVATE SPACES
OPEN SPACE ESTUARIES

Many projects create semi-private space shared with the public. These spaces should supplement the open space network, add to sense of place and serve as nodes of connectivity.

Comments:

PARKING
PEOPLE UP FRONT, CARS IN BACK or INTERNAL

Parking is essential, but mitigate presence of surface lots. On-street and district parking are preferred, especially in TOD station areas. Wrap garages with retail/residential/art.

Comments:

CHARACTER AREA 4
PRIORITIES

Apache Area Priorities

APACHE PRIORITIES

What Matters Most.
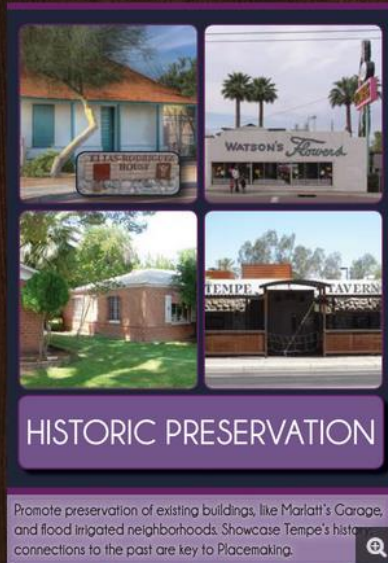
* 1. HISTORIC PRESERVATION

Promote preservation of existing buildings, like Marlatt's Garage, and flood-irrigation neighborhoods. Showcase Tempe's history; connections to the past are key to Placemaking.

HISTORIC PRESERVATION

Promote preservation of existing buildings, like Marlatt's Garage, and flood irrigated neighborhoods. Showcase Tempe's histo connections to the past are key to Placemaking.

CHARACTER AREA 4
PRIORITIES

Apache Area Priorities

- ☐ **Top Priority**
- ☐ Priority
- ☐ Indifferent
- ☐ Not a Priority
- ☐ Other

APACHE

What you said was important

How each item ranked in importance

WAYFINDING + COMFORT
THE LIVING CITY| Triple Bottom Line Mission
LIVE/WORK/INNOVATE|The Creative,…
CANAL-ORIENTED|RESPECT + RECLAIM our…
NEIGHBORHOOD IDENTITY| Authentic…
CROSSINGS|Safe, Convenient, Comfortable
POCKET PARKS + PARKLETS
CONNECTIVITY/GREEN ALLEYS
TEMPORARY USE
TEMPORARY ART
COMMERCIAL CORNERS
WALKABLE COMMERCIAL-Foster Active Living
PUBLIC/PRIVATE ART-Neighborhood Identity…
SHADE| Natural + Structural
LANDSCAPE
GREEN INFRASTRUCTURE
STREETSCAPE: STREETS as OPEN SPACE
MOBILITY: Tempe's Vision as a 20-Minute City
PARKING
PUBLIC PRIVATE SPACES
PEDESTRIAN SCALE
TRANSITIONS
100-YEAR BUILDINGS + ADAPTIVE REUSE
HISTORIC PRESERVATION

0   10   20   30   40   50   60   70   80

- Total Count
- Priority
- Top Priority

City of Tempe, Arizona

Place Matters

APACHE

A huge debt of gratitude to the community members and stakeholders who are engaged in Apache, and continue the Placemaking campaign...

"Area identity is very important because when people associate with their area and are proud of it -- they stay and invest."
- Cody Beck

"It is essential for our future to preserve our **historic** homes and **flood irrigation**." - Chuck Buss

"*Art* makes a space memorable, which creates destination."
- Gretchen Reinhardt

" Imagine how much fun everyone would have creating temporary art! "
- Beth Tom

"**Canals** are awesome! Use canals more."
- Marilyn Murphy

" Color schemes, graphics and style should be unique to each area, so they look like part of a cohesive plan. "
- Elizabeth Reilley + Steve Borick

"Our **neighborhood involvement** is not just limited to a 'feel good factor', but for the uplifting for all residents and persons surrounding our restaurant and marketplace."   - Raveen Arora, India Plaza / The Dhaba

"'These areas reflect how we want to live. Spaces for **cycling** and **alternative transportation** improve our lives and make our neighborhoods a reflection of who we are as a community."
- Scott Walters, **Tempe Bicycle Action Group**
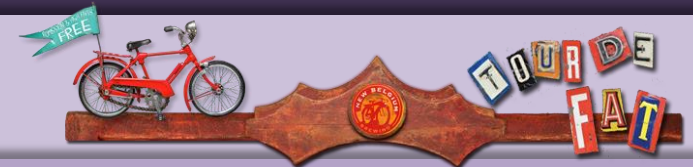
"Let's plant more trees and create relaxing areas to accommodate wheel chairs and pets."   - Dephane Marcelle

"It's AZ. We always need **shade**."
- Kevin Brown

"The light rail brings + demands walking, thus, **walkability** is central to everything."
- Celina Tchida. Neighborhood Economic Development Corporation [NEDCO]

Apache Placemaking Design Principles + Guidelines

October 2015 ● DRAFT

DRAFT

City of Tempe, Arizona

Mark Mitchell, Mayor

Corey Woods, Vice Mayor

Robin Arrdedondo-Savage, Councilmember

Kolby Granville, Councilmember

Lauren Kuby, Councilmember

Joel Navarro, Councilmember

David Schapira, Councilmember

Andrew Ching, City Manager

Dave Nakagawara, Community Development Manager

Ryan Levesque, Planning Director

Hunter Hansen, Project Management Coordinator

THE APACHE PRINCIPLES

CITY OF TEMPE ARIZONA®

1

Historic Preservation – Promote the preservation of existing buildings, structures, and flood-irrigated post-war subdivisions. Showcase Tempe's history. Connections to the past are key to informing Placemaking.

  1.1 Work to ensure continuing preservation and maintenance of existing Historic + Cultural Resources [see map]

  1.2 Identify potentially eligible Historic Properties + Districts; work with Historic Preservation Officer + Commission for formal local + national listing

  1.3 Focus planning efforts on the Hudson Manor, Alegre, Escalante and La Victoria [Victory Acres] neighborhoods for inventory + consideration

  1.4 Collaborate with Salt River Project [SRP] to add historic cottonwoods / shade trees / interpretive elements along Historic Kirkland-McKinney Ditch

  1.5 Collaborate with SRP to increase access, amenities, and public awareness of canals [see Principle 18]

Borden Homes Historic District

Elias-Rodriguez House

Borden Creamery Complex [Four Peaks Brewing Co.]

E.M. White Dairy Barn [Tempe Tavern]

Kirkland-McKinney Ditch

2

Landscape Treatments – The Sonoran Desert has a unique landscape which serves as a community differentiator, rich with rare textures and forms. Embrace non-invasive, drought-tolerant plant palette to promote water conservation and Placemaking.

  2.1 Use the *Historic Plant Palette* as a resource to inform plant selections in appropriate areas [Historic Districts, post-war / flood-irrigated subdivisions]

  2.2 Promote biodiversity throughout landscapes to help prevent single-specie die-off, disease, pest infestations, etc. and promote sustainable crop pollination, nutrient cycling, healthy soils, as well as bird and insect diversity

  2.3 Support purple-colored plants as well as flowering trees, shrubs, and ground covers to foster community identity within the Apache area

  2.4 Promote a maintenance plan that does not over-groom or over-prune arid plants, which causes shock and reduces flowering / pollination

  2.5 Support tall / high-canopy trees [Aleppo pine, Eucalyptus, Mexican fan palm] which are home to birds of prey [hawks, owls, etc.] as part of a healthy and balanced urban forestry program / habitat

Lantana montevidensis, Lantana

Setcreasea pallida, Purple Heart

Leucophyllum frutescens, Texas Sage

Jacaranda mimosifolia, Jacaranda

Pennisetum setaceum 'Rubrum', Purple fountain grass

Opuntia macrocentra, Purple pricklypear

DRAFT

3

Shade [**Natural** + **Structural**] – Shade of all types and textures everywhere. Set goals, track progress, expedite development of Tempe's Urban Forest and Shade Canopy coverage to promote community health and reduce urban heat island effect in Tempe.

3.1 Use the framework of Tempe City Council's *Resolution for a Walkable Community* as an overarching goal for shade

3.2 Develop and foster Tempe's Urban Forest program, including methods to record, monitor, and report

3.3 Establish a contiguous shade canopy along street frontages within the Transportation Overlay District [light rail station areas, safe routes to schools]

3.4 Support and encourage covered sidewalks along Apache Blvd. similar to those required in Scottsdale's Pedestrian Overlay District or Main St. in Mesa

3.5 Require shading of exterior windows to mitigate heat and energy demand in exchange for requests for Planned Area Developments [PAD] approvals

Hudson Park splash playground

4

Mobility: Tempe's Vision as a 20-minute City – Design and maintain a network of "Complete Streets" which are safe, accessible, convenient, and comfortable for all ages, abilities, and transportation modes at all times.

4.1 Connecting people to their places of employment, education, recreation, healthcare, worship, etc. in a variety of multi-modal options (walk, bike, Orbit, regional bus, light rail, drive) defines "mobility"

4.2 Work to implement the GP2040 vision ratified by Tempe voters in 2014, including the objectives and strategies outlined in the "Circulation" chapter, "Seeking the 20-minute City"

4.3 Work to implement the projects outlined in the *Tempe Transportation Master Plan* [2015]

4.3 Tempe residents have cited mobility as essential and key to being able to age-in-place

4.4 Coordinate local and regional land use and transportation decisions to create a more balanced, multi-modal transportation system to reduce reliance on the automobile

4.5 Utilize technology to improve accessibility and mobility

20min Tempe

THE APACHE PRINCIPLES

5

The Living City: Triple Bottom Line Mission – A systemic approach to Planning and (re)development which fosters a community that can successfully thrive incorporating a "Do Less Harm" ethic. A community balanced in three parts: social [health + safety], environmental [ecological], and economic [financial performance]; the 3 Ps: People, Planet, Profit, or the "Three Pillars of Sustainability".

    5.1 Consider life-cycle costs for buildings, new construction, and redevelopment projects

    5.2 Balance/off-set net heat gains to the built environment [reflective heat, paved surfaces, rooftops] with organic materials to reduce urban heat island effect and allow for nighttime heat loss while minimizing daytime heat gain

    5.3 Cultivate native and drought-tolerant landscape treatments [see Apache Principle 2 "Landscape"]

    5.3 Encourage photovoltaic canopies for parking areas, rooftops, and shade structures

    5.4 Implement Urban Forestry program to promote walkability, human health, and biodiversity

    5.5 Support Escalante and other community gardens through school programs and public outreach

Thew Elementary School

Escalante Community Garden

ECONOMIC

ENVIRONMENTAL

SOCIAL

6

100-Year Buildings + Adaptive Reuse – Sustainability and resource efficiency informs building design and sense of place. Foster adaptability and use materials which create a sense of investment, permanence, and will stand the test of time.

    6.1 Work with property owner of Marlatt's Garage to incorporate the 1922 building at 1249 E. 8th St. into a site-specific redevelopment project

    6.2 Work with the property owner to restore Watson's Flowers historic neon roadway sign

    6.3 Partner with the property owner of Baker's Acre to incorporate existing buildings into redevelopment project, celebrating the last remaining example of the early Americana-style motor lodges along the Boulevard

    6.4 Promote active engagement and participation in Tempe's Adaptive Reuse, Storefront Improvement, and Home Improvement Planning Programs

Marlatt's Garage

Infusion Coffee + Tea

The Mission @ Minder Binder

Watson's Flowers

7

7. Streetscapes: Streets as Open Space – Embrace "Streets as Open Space" concept to balance existing open space as Tempe grows. Embellish with abundant shade, trees, landscape elements, street furniture, engaging storefronts, art, etc.

    7.1 Enhance streets to maximize safe and efficient use by all users such as pedestrians, bicyclists, transit riders, and motorists following the principles of balanced streets

    7.2 As density, restaurant, and retail options increase -- the need for open space becomes more important; encourage use of landscaped courtyards, street/sidewalk pocket parks, curb extensions, outdoor seating areas, and patios to increase open space opportunities

    7.3 Sidewalk zones along University Drive, Old Eighth Street, and Apache Boulevard should provide for a variety of active and social functions, including outdoor seating, café tables, pocket gardens, dog runs, etc.

8

8. Transitions – Design setbacks and step-downs to maintain integrity of single-family neighborhoods adjacent to mixed-use/multi-family areas. Maintain pedestrian-scaled building frontages. Use landscape treatments and art to soften transitions.

    8.1 The Apache area is primarily characterized by denser, transit-oriented development surrounded by established historic districts [Tomlinson Estates Historic District, Borden Homes Historic District], post-war subdivisions [Carlson Park, Hudson Manor, Hudson Park], and areas with a rich Mexican American legacy [La Victoria/Victory Acres, Escalante]

    8.2 Scale multi-family and mixed-use developments to meet the character of adjacent single-family areas where immediate adjacency occurs

    8.2 Focus on the north side of Apache Boulevard where mixed-use parcels at LRT Station Areas are adjacent to single-family parcels to the north

    8.3 Encourage active use and treatment of alleyways as an effective buffer/transition tool

9
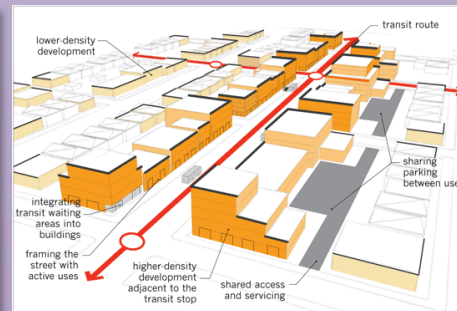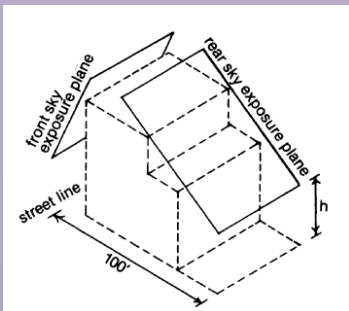
Crossings: Safe, Convenient, Comfortable – Enhance safe routes to school, Universal Design [ADA], Union Pacific Railroad pedestrian/bike crossings, neighborhood access, shade at intersections, signalized crossings [HAWKs] where appropriate, bulb-outs, signal timing.

9.1 Partner with Union Pacific Railroad to create safe north-south crossings from Apache to Alameda areas to improve circulation and connectivity [focus on Smith Rd. area alignment; half-way between McClintock Drive and Price Road]

9.2 Partner with ADOT to enhance pedestrian crossings over the Loop 101 at Rio Salado Parkway, University Drive, and Apache Boulevard

9.3 Create strong north-south pedestrian connection on Smith Road from Town Lake/Tempe Marketplace to Smith-Martin LRT Station

10

Live / Work / Innovate: The Creative, Entrepreneurial City – Retain brains. Foster access to innovation/enterprise districts. Encourage collaborative work spaces and small business/start-up incubators in tandem with neighborhood-based goods/services, live-work options.

10.1 Partner with Arizona State University, Tempe Chamber of Commerce, private-sector developers, and local business community to create culture of innovative and creative live-work environments. These areas must be a walkable, transit-oriented, and neighborhood-scaled point of departure which stands of as different from the widespread suburban environment

10.2 Focus attention along the Apache Blvd. Light Rail Corridor, as well as the NE Industrial Area [see map] immediately south of Tempe Marketplace [see *GP 2040* for Projected Residential Density classifications]

10.3 The vision for the NE Industrial Area is vertical mixed-use redevelopment with a light industrial theme; this unique area benefits from its strategic location at Loops 101 + 102, and is currently zoned Mixed-Use [MU] and Industrial [1-2] which allows for residential

10.4 Work with Economic Development staff to create incentives for property owners who maintain light industrial uses on the ground-floor and loft-style residential/office/flex spaces above; it is essential for the City to maintain industrial land uses in its portfolio of property types

10.5 The NE Industrial Area has a well-established shade infrastructure and street patterns, has many buildings approaching 50 years old, and is walking/biking distance to Tempe Marketplace, the LRT line, and ASU-Main Campus

10.6 Mixed-use projects in the NE Industrial Area must be in an industrial/modern typology to create an authentic identity and point of departure from the pervasive stucco suburban environment; a destination where innovation can flourish

10.7 Construction materials throughout the Apache Area must be "honest" in nature, exposing their raw characteristics [glass, steel, metal, copper, rammed earth, concrete, concrete block, brick, wood, stone, masonry, terrazzo, wire rope/cables]; do not cover building materials with add-on surface treatments such as stucco, paint, laminents, veneers, "faux" materials, etc.

10.8 Landscape treatments must be Sonoran-appropriate and modern in design, avoiding treatments such as stucco screening walls, pink decomposed granite, and yellow lantana

10.9 Implement objectives and strategies outlined in the *GP2040* "101/202 Interchange Growth Area Goal" section

The Circuit Tempe

Vertical Mixed-Use; screened parking

Raw / exposed building materials

Modern / Industrial typology

Pedestrian Scale – Foster Apache as a premier pedestrian environment and destination. Provide human-scaled experiences by layering interests and maintaining a walkable rhythm of building entries. Superblocks contradict a walkable pedestrian scale.

11

11.1 Encourage on-street parking to support viable ground-floor leases and immediate short-term parking in strategic locations where appropriate, based on daily vehicle counts [for example, between Smith Rd. and the Tempe Canal]

11.2 Encourage flexibility in meeting the requirements for uses within mixed-use areas [office, restaurant, retail, etc.] to energize ground floor activity

11.3 Promote uses that balance over a 24-hour daily cycle to energize street activity and create vitality

11.4 Encourage walk-up residential units with landscaped areas along street frontages at the ground-floor

11.5 Support existing grid/single-block street pattern to prevent superblock development

11.6 Along main arterials/streetfronts, provide contiguous shade at building entrances, patios, and sidewalks with overhangs and/or covered sidewalks [see Principle 3]

Building overhang covering building entrance

Building overhang covering patio

Building overhang covering sidewalk
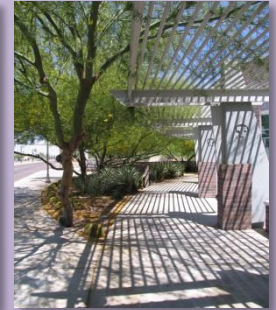
Tempe Police Station

Green Infrastructure – Utilize the efficiency of natural systems where possible. These include rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, etc.

12

12.1 Require rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, and/or other green infrastructure applications in exchange for requests for Planned Area Development [PAD] approvals, variances, use permits, planning and zoning requests from applicants

12.2 Set-up water management goals to provide environmental and community benefits while increasing community resiliency to climate variations

Permeable paving

Bark / mulch helps soil retain water

Curb cut / redirect

Stormwater redirect

Rainwater harvesting / urban farming

13

Connectivity / Green Alleys – Connect people "to and through" neighborhoods and development projects. Repurpose alleyways as public trails to expand connectivity. Encourage active use of alleys through safe design.

    13.1 As redevelopment happens along the arterials, work with developers to ensure frontages along alleyways are designed as well as other elevations

    13.2 Focus on alleyways along the north side of Apache Blvd [adjacent to University Heights, Alegre, and Escalante neighborhoods] to improve existing conditions, safety, and activate use

    13.3 Rethink existing alleyways as public open spaces to connect people to neighborhood-based places and destinations

14

Walkable Commercial / Foster Active Living – Foster human health, community wealth, and resource efficiency by establishing walkable corridors to increase local revenue and affordable aging-in-place options while lessening the necessity for driving.

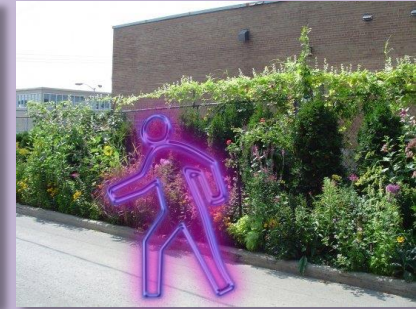   14.1 Use the Health Impact Assessment [HIA] framework as a tool to study future plans, projects, and policies before projects get built or plans are put into place to help decision-makers understand how people's health and quality of life is affected [physical activity, location affordability, access to employment / education / healthcare facilities, traffic / pedestrian safety, access to healthy food options]

    14.2 Encourage collaboration among government entities so that regulations and funding priorities for housing, transportation, public health, and environmental issues create more livable communities

    14.3 Implement "Complete Streets" identified in *Transportation Master Plan* with standards that balance all transportation modes and ensure equity among all Tempe residents

    14.4 Support developments which preserve quality open space amenities [in exchange for density] as a means to promote healthy living

    14.5 Support Canal-Oriented Development [see Principle 18] as a means to promote a healthy community

    14.6 Implement objectives and strategies outlined in the *GP2040* "101/202 Interchange Growth Area Goal" section

Transit-oriented vertical mixed-use   *Tempe Metro*   *Complete Street – Apache concept*   *Tempe Marketplace*

15

Neighborhood Identity: Authentic Character – Celebrate neighborhood identity by promoting historic and cultural resources; encourage neighborhood differentiation. This serves as the foundation for authentic Placemaking for the Apache Area.

15.1 Celebrate rich Mexican American legacy through promotion of local place names, oral histories and traditions [see Character vignettes]

15.2 Promote *Old Eighth Street* [from Rural Rd. to McClintock Dr.] as a heritage tourism location linking the Historic Elias-Rodriguez House, Marlatt's Garage, the Borden Creamery Complex [Four Peaks Brewing Co.], and the Kirkland-McKinney Ditch

15.3 Add gateways [at Rural Road and McClintock Drive], interpretive elements [self-guided walking tour], and signage along *Old Eighth Street* to showcase its unique history as Tempe's last remnant section of America's Bankhead [Ocean-to-Ocean] Highway

15.4 Encourage grant applications for the City of Tempe's Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal-pass through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.

15.5 Create active street banner program along Apache Blvd and *Old Eighth Street* to promote area identity, events, etc.

15.6 Promote the role of outdoor art throughout the area to keep Apache funky, cool, creative and engaging

Dorsey LRT Station

Inez Elias

Cabana on McClintock

Flora Thew

Apache Boulevard art mural

Artist-designed bike racks

16

Pocket Parks + Parklets – Enhance sense of place by reclaiming and dedicating public spaces for people. Improve quality of open space and levels of service as Tempe grows. Enhance outdoor business options and their environments by establishing active spaces.

16.1 Encourage parklets for outdoor dining, additional bike parking, public events and functions in areas where appropriate as a character-defining Placemaking tool

16.2 Encourage quality design in the public/private spaces between buildings to create much-desired pocket parks throughout the area

17

Public / Private Art: Neighborhood Identity + Expression – Promote outdoor art as community infrastructure in transportation, neighborhoods, parks, and commercial / office / mixed-use projects.

17.1 Work with Arts staff to close existing loophole in Art in Private Development [AIPD] Ordinance which excludes multi-family, mixed-use, and industrial projects

17.2 Encourage grant applications for the City of Tempe's Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal pass-through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.

17.3 Triangulate uses in projects and places to create different user groups [young + old] during different times of the day and week

Hudson Park, labyrinth

Hudson Manor, mosaic

Esquer Park, skatepark

Hudson Park, skatepark

Borden Homes, mosaic

18

Canal-Oriented Development: Respect + Reclaim our Canals – Canals are a connection to the region and its history, essential for human civilization in the desert. The 181 miles of canals Valley-wide are also a major recreational asset benefitting human health.

18.1 Draft Canal-Oriented Development [COD] design guidelines for adoption by Mayor + Council

18.2 Implement COD format from City of Phoenix and City of Scottsdale to set consistent development standards/expectations for the region

18.3 Include hierarchy of layers for COD including regional destinations, intersection treatments, main arterial crossings, and interstitial spaces complete with meeting spots, intermittent shade respites, canalscape/landscape treatments, public art components, historic interpretation, maps / wayfinding / distance markers, as well as public outreach and education related to canals

18.4 Partner with Salt River Project to promote active use of public art and events in and around canals throughout Tempe

Western Canal

Canal-Oriented Development

Canal-Oriented Development

Canal multi-use path amenities

Central Arizona Project Canal

Arizona Falls, Arizona Canal

Historic postcard showing Tempe irrigation canal

Lining and undergrounding of canals 1950s

Canals served as open space

Kirkland-McKinney Ditch c. 1930

Kirkland-McKinney Ditch c. 2015

TOWN LAKE

ASU KARSTEN GOLF COURSE

TEMPE MARKETPLACE

RIO SALADO PKWY

OLD 8TH STREET

UNIVERSITY DR

CREAMERY PARK

ESCALANTE PARK · ESCALANTE CENTER

THEW ELEMENTARY

APACHE BLVD

DORSEY LN

McCLINTOCK DR

CARLSON PARK

TOMLINSON ESTATES

BORDEN HOMES

HUDSON MANOR

HUDSON PARK

IRRIGATION WATER DELIVERY DISTRICS [IWDD]

An IWDD is a group of adjacent landowners who enter into a cooperative relationship to handle the operation and maintenance of their neighborhood system. IWDDs are provided for under Arizona law.

IWDD DELIVERY LINE

Residential Flood Irrigation in Tempe
1909-1958

Irrigation has been a part of Tempe's culture and landscape since the town's founding. When the first subdivisions were carved out of farms, developers simply dug more ditches to bring irrigation water to individual lots. The open ditches were gradually replaced by buried pipes beginning in the 1930s. As a strategy for beautifying the city, the residential irrigation network was a success, as it allowed Tempe's new neighborhoods to quickly acquire lawns and much-needed shade trees. As a self-supporting utility service, however, it is very costly to maintain. By 1958, new subdivisions in in Tempe no longer offered flood irrigation.

The contextual basis of Residential Flood Irrigation involves the premise that historic sites include landscape features as integral components of their identity. Historic landscapes are representative of the time and era when they were originally established. When reflecting on Tempe's many historic neighborhoods, residents often think of lush landscape scenes. This context recognizes that preserving the integrity of flood-irrigated neighborhoods requires protection of historically-appropriate landscapes that contribute to the social and cultural significance of Tempe neighborhoods.

Conservation of water and energy are important aspects of sustainable desert living. From the onset, development of Tempe's irrigated neighborhoods was linked to flood irrigation from Valley canals. The shade trees and lush vegetation create a microclimate effect in these neighborhoods by shading structures and grounds. Ultimately, this can cool neighborhoods by as much as ten degrees, thereby decreasing energy demand overall. Shade also decreases the evapotranspiration rate, allowing vital ground water to stay where it is needed instead of being pulled from the ground by the desert sun.

north

AUG 2015

HISTORIC PLANT PALETTE

APACHE

TREES

Acacia farnesiana	Sweet Acacia
Callistemon viminalis	Weeping Bottlebrush
Carya illinoisnensis	Pecan
Citrus species	Citrus (various)
Eriobotrya japonica	Japanese Loquat
Fraxinus velutina	Arizona Ash
Morus Alba	Kingan Mulberry (fruitless)
Pinus halepensis	Aleppo Pine
Punica granatum	Pomegranate
Ulmus parvifolia	Chinese Evergreen Elm
Vitex agnus-castus	Chaste Tree

VINES

Antigonon leptopus	Queen's Wreath
Campsis radicans	Trumpet Vine
Dipogon lignosus	Australian Pea Vine
Hedera helix	English Ivy
Lablab purpureus	Hyacinth Bean
Lagenaria species	Gourds
Lathurus odoratus	Sweet Pea
Marah gilensis	Wild Cucumber
Parthenocissus sp.	Hacienda Creeper
Tropaeolum species	Nasturtiums
Wisteria frutescens	Wisteria

SHRUBS

Agave species	Agave
Bougainvillea species	Bougainvillea
Buxux japonica	Boxwood
Jasminium mesnyi	Primrose Jasmine
Juniperus deppeana	Chinese Juniper
Lagerstroemia indica	Crape Myrtle
Leucophyllum fruitescens	Texas Sage
Liguistrum japonicum	Japanese Privet
Liguistrum lucidum	Wax Leaf Privet
Myrtus communis compacta	Dwarf Myrtle
Nandina domestica	Heavenly Bamboo
Nerium oleander	Oleander
Pyracantha species	Pyracantha
Rosa species	Roses
Rosmarinus officinalis	Rosemary
Thuja orentalis	Arborvitae
Yucca species	Yucca

ANNUALS

Antirrhinum species	Snapdragons
Bellis perennis	Daisies
Calendula	Pot Marigold
Camellia species	Camellia
Chrysanthemum spp.	Chrysanthemum
Delphinium spp.	Larkspur
Dianthus caryophyllus	Carnations
Gardenia spp.	Gardenia
Geranium spp.	Geranium
Hemerocallis spp.	Daylily
Iris spp.	Iris
Lobularia maritima	Sweet Alyssum
Petunia spp.	Petunias
Tagetes spp.	Marigolds
Verbena spp.	Verbena
Viola spp.	Violets
Zinnias spp.	Zinnia

Chaste Tree

Aleppo Pine
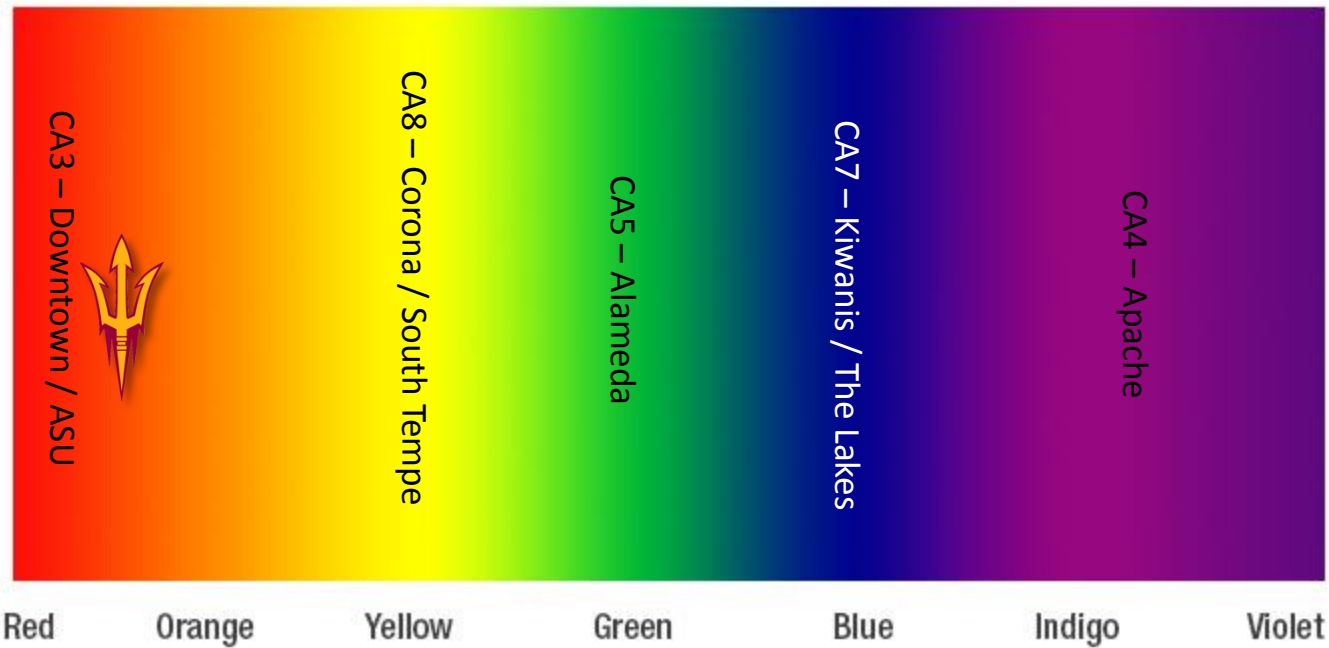

Citrus Tree

Crape Myrtle

Queen's Wreath

Wisteria

Verbena

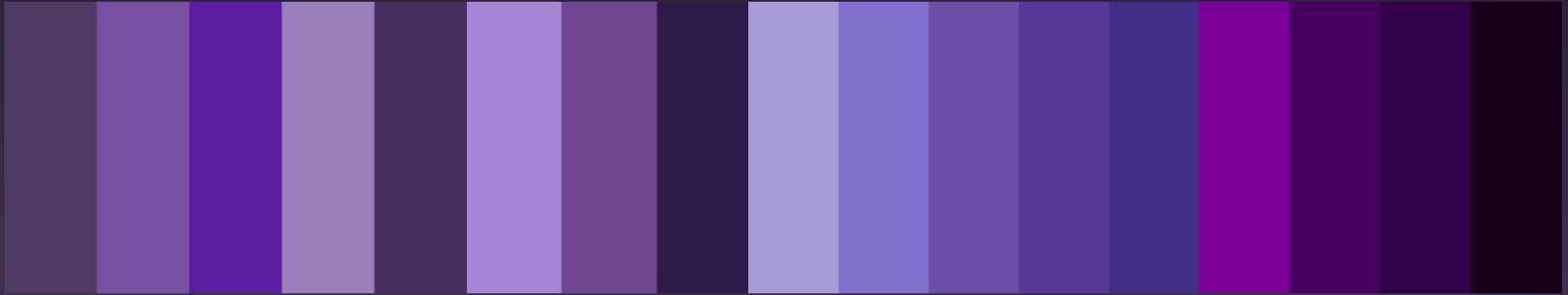Texas Sage

"Why is Apache purple?"

Visible Colour Spectrum (ROY G BIV)

CA3 – Downtown / ASU

CA8 – Corona / South Tempe

CA5 – Alameda

CA7 – Kiwanis / The Lakes

CA4 – Apache

Red   Orange   Yellow   Green   Blue   Indigo   Violet

APACHE

Apache Palette
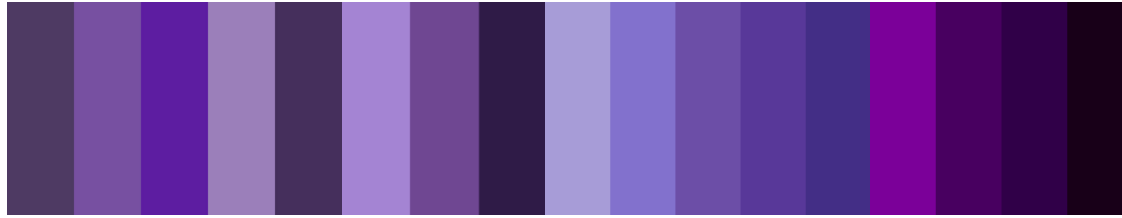
THE APACHE PALETTE

public art

color palette

street furniture

THE APACHE PALETTE

DRAFT
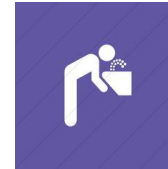
Creamery Park, Old Eighth Street
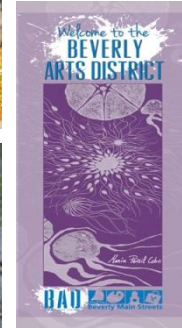
DRAFT

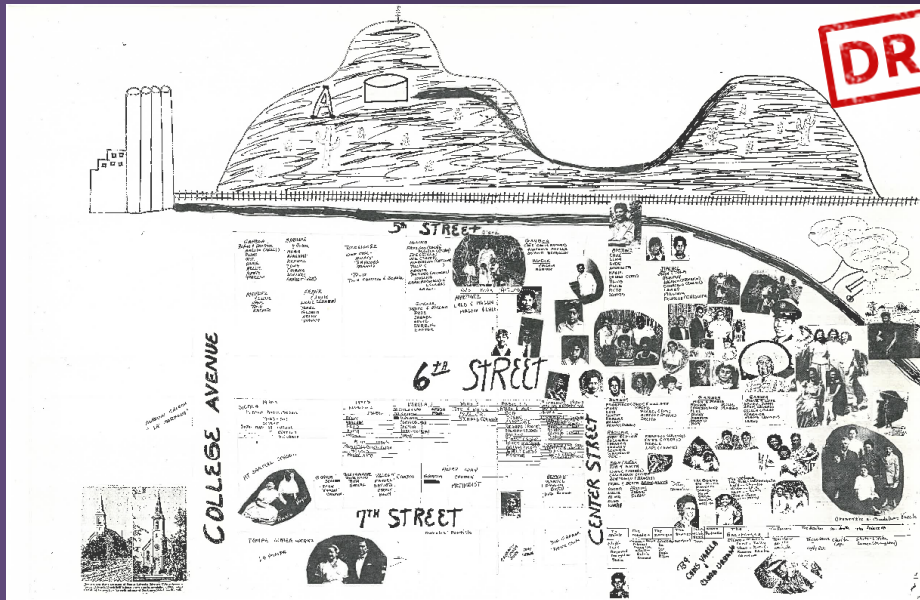# LA VICTORIA [VICTORY ACRES]

Victory Acres holds a great amount of history and distinction from other barrios in the state. Originally, residents lived in the **San Pablo** community up until the late 1950s, forced to relocate to the area now known as **Victory Acres** since then the neighborhood has developed unique character.

During it's first fifteen years of existence, **Victory Acres** was not an incorporated portion of Tempe. Far removed from either Tempe or Mesa, neither municipality was particularly interested in annexing the development and having to provide utilities and other services in return for low tax base. During this period of relative isolation, the neighborhood was essentially self-sufficient, leading to the development of its strong sense of identity.

ESCALANTE

DRAFT

SOTELO

Escalante, a Spanish name meaning "climber", is found on the east side of Tempe between University Drive and Apache Boulevard. History of the Escalante family can be found throughout the area, an example being the Escalante Recreation Community Center.

The neighborhood and senior center honors the name of the pioneer **Escalante** family, which has played a significant role in Tempe's history. Its patriarch, **Manuel Escalante**, came to town in the early 1890s. His descendants have been active in Tempe affairs ever since. The recreation center especially honors three members of the family who gave their lives in World War II.

To the left, **Manuela** and **Maria Sotelo**, two admirable women of Mexican descent who helped shape what Tempe has become today. The **Sotelo** family owned much farm land in the area and as a result of that came the **Sotelo Addition Plat**.

The **Pedro Escalante House** was one of the homes built as part of the Sotelo Addition Plat in 1890, which reflected Tempe's Mexican-American history. The old adobe home was demolished during the construction of the El Adobe Apartments.

ESQUER

Eduardo and **Rita Esquer** were two migrants from Mexico who moved to Tucson, Arizona in the 1900s. Due to health complications, the **Esquer** family took the opportunity for work in Tempe, Arizona in 1941. Their daughter Mary was the first to buy property in **La Victoria**, followed by the rest of the siblings. Their family continues to be involved in the community, with several family members living in or near **La Victoria**. The newly renovated **Esquer Park** was built in the family's honor.

DON CARLOS

DRAFT
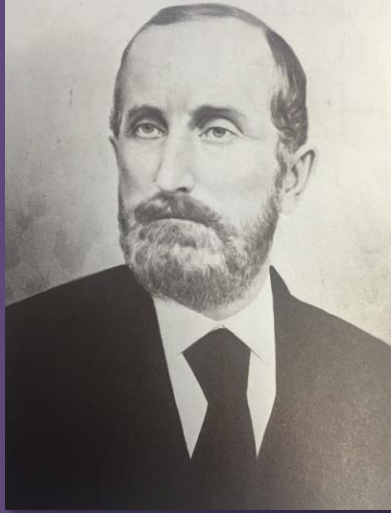
Along with his many contributions to the city of Tempe what "**Don Carlos**", **Charles Trumbull Hayden**, is best known for being the first to set grounds for commerce and industry. Having discovered Tempe's potential on his trip's delay to Prescott, in the late 1800s "**Don Carlos**" returned with a notion to create a flour mill powered by water from a canal.

La Casa Vieja [**Hayden House**], one of the most historic buildings in the Valley, was home of the Hayden family until around 1889, when the family moved to **Hayden Ranch**.

Hayden Ranch, located on the corner of McClintock Drive and University Drive, was also a home to "**Don Carlos**". After his passing in 1900, **Hayden Ranch** was used to house professors, writers, and "any educated person with limited means". The house burned down in 1970.

[Circa 1890] The Second Mill (Built with Adobe burned Down in 1917) Tempe, Arizona

DRAFT

ELIAS-RODRIGUEZ

Inez Elias taken on north side of main house, 1917. Marcie McLarney Gorman collection.

One of the oldest homes that remains in the City of Tempe is the **Elias-Rodriguez House. In 1890 Vicente R. Elias** and his wife **Inez Moreno Elias** arrived in Tempe with their family. After working as a laborer, **Elias** was able to purchase property in the **Sotelo Addition** on which he constructed two adobe homes, the **Elias-Rodriguez** being one of them.
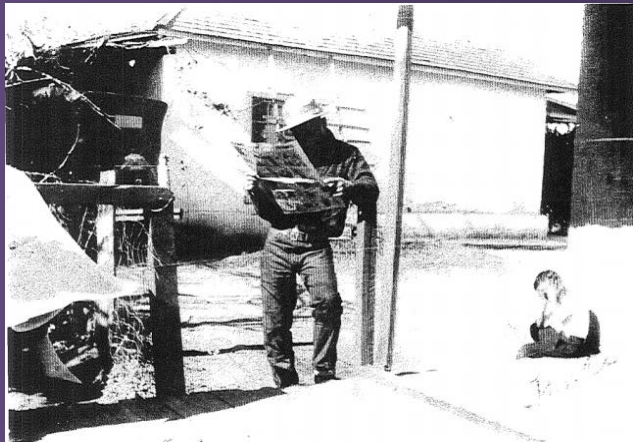

FLORA THEW

Flora Thew is remembered for her dedication to the students of Tempe. After 48 years of teaching first-graders, the **Tempe Elementary School District** recognized her by naming **Thew Elementary School** in her honor.

Vieute R. Elias and Inez Elias on rear deck of second house, main house in background, 1925. Marcie McLarney Gorman collection.
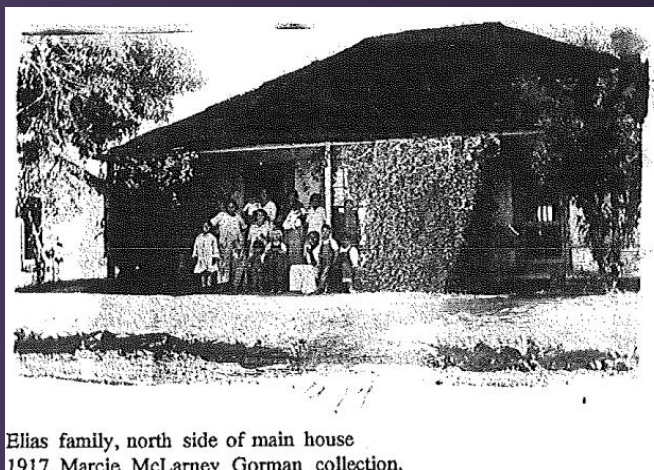
Elias family, north side of main house 1917. Marcie McLarney Gorman collection.

WHAT MAKES A GREAT PLACE?

KEY ATTRIBUTES
INTANGIBLES
MEASUREMENTS

PLACE

Sociability
- diverse
- stewardship
- cooperative
- neighborly
- welcoming

Measurements: number of women, children & elderly · street life · evening use · volunteerism

Uses & Activities
- active
- fun
- vital
- special
- real

Measurements: local business ownership · land-use · property values · retail sales

Access & Linkages
- proximity
- connected
- walkable
- convenient
- accessible

Measurements: mode splits · transit usage · pedestrian activity · parking usage patterns

Comfort & Image
- safe
- walkable
- sittable
- attractive
- historic

Measurements: sanitation rating · building conditions · crime statistics · environmental data

PROJECT FOR PUBLIC SPACES

APACHE

- ✓ Public comments through Thursday, **12 Nov.**
  - ✓ online
  - ✓ email
  - ✓ phone

- ✓ Plan adopted by **City Council** by Council Resolution

- ✓ Plan release party **Family Fun Factory** Friday, **4 Dec.**

tempe.gov/**character**areas

Las áreas de caracteres

Si a usted le gustaría la información en español, por favor comuniquese con la ciudad de Tempe a 480.350.4311.

Juntos somos toda la communidad.